GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2658
ANSWERED ON:04.12.2007
INCOME FROM DOORDARSHAN AND AKASHWANI
Deshmukh Shri Subhash Sureshchandra

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of income earned from advertisements, serials and other programme by Akashwani and Doordarshan Kendras during each of the last three years, till date;

(b) the profit margins out of the total income earned during the said period, separately;

(c) whether some private companies owe advertisements fees to Akashwani/Doordarshan;

(d) if so, the details of outstanding dues, company-wise; and

(e) the steps being taken/proposed to be taken by the Government to recover the outstanding dues?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING & PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a): The details of income of AIR & DD during last three years are as follows:

(Rupees in crores)

Year	All India Radio	Doordarshan
2004-05	156.67	665.27
2005-06	268.83	946.96
2006-07	283.65	818.22

(b): Akashwani and Doordarshan are Public Service Broadcasters. Their activities are not governed by the profit and loss considerations.

(c): Yes, sir.

(d): Company-wise details of outstanding dues in AIR and DD are given in Annexure-I and Annexure-II respectively.

(e): Prasar Bharati have informed that following steps are taken to reduce and recover the outstanding dues:-

(i) Outstandings are monitored on monthly basis and the agencies are reminded regularly to clear the dues and follow a payment plan to wipe off the arrears in a specified period. In case not cleared, the normal credit period is suspended and agencies are allowed to run their programmes/spots only on advance payment.

(ii) No fresh programmes/extension of programmes are allowed to any defaulting agency/producer.

(iii) To secure Doordarshan's revenue and to cover the credit period, the bank guarantee amount for serial running on normal telecast fee increased to eight times the telecast fee. As regards AIR, accredition status of the defaulting agencies is withdrawn and their bank guarantee en-cashed.

(iv) To recover the outstanding dues, arbitration/legal action is initiated against defaulting agencies.